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AARP Will Launch 'Dare to Disrupt' Month in May - as Disrupt Aging Movement Gains Momentum

Washington DC - AARP today announced the launch of Dare to Disrupt month, as the organization accelerates its efforts to #DisruptAging, which focuses on replacing negative and inaccurate stereotypes that exist about aging with a realistic and positive representation of what aging has come to mean.

"When most people who are in their 50s, 60s or 70s today compare themselves to their parents when they were their age, they see lots of contrasts," said AARP CEO Jo Ann Jenkins, whose debut book, *Disrupt Aging*, was released in April. "Of course there are similarities, too, but the point is, the concept of aging - what aging 'means' and looks like - has changed a lot, even from what it was a generation ago."

"However, our collective attitudes about aging haven't changed very much -- and they're often disconnected from reality in ways that don't serve anyone," Jenkins said. "Disrupt Aging seeks to help change that and our Dare to Disrupt month is a rallying cry to change the conversation around aging."

Disrupt Aging, the Book

In her newly released national bestseller, *Disrupt Aging: A Bold New Path to Living Your Best Life at Every Age* Jenkins chronicles her journey, as well as those of other age disruptors, and focuses on three core areas - health, wealth, and self - highlighting the need to rethink aging policies and practices in America, shatter negative social stereotypes about age, as well as re-imagine our own lives to better navigate life transitions.

New Sweepstakes

Additionally, AARP is launching an exciting new **#DisruptAging sweepstakes**. Users can earn entries daily by navigating an interactive platform to learn about what it means to be an age disruptor and not accept any labels that you don't believe apply to who you are. The grand prize winner will receive a once in a lifetime trip. Trip choices include a Broadway experience in New York City, a Viking cruise, or a trip across Europe on the Orient Express.

Disrupt Aging Videos

AARP's recently released video, "**Millenials Show Us What 'Old' Looks Like**," has sparked a deep conversation online about age with over 15 million views to date across social media. AARP asked a group of young people what age they consider to be old (hint: 40s and 50s) and then introduced them to real "old" people. The results were incredibly moving and generated an overwhelming amount of multigenerational engagement through likes, comments and shares. Over the course of the month of May, the organization will roll out more videos featuring celebrities and age disruptors who continue to challenge these outdated ideas on aging. With longer life expectancy and technological advances opening new doors for self-growth and exploration, it's time to stop letting people say "you're too old for that" and time to reexamine beliefs and attitudes about getting older.

'Dare to Disrupt' Month is about celebrating people who are 50 and older and showcase how they are living their lives in a positive way. As more people are living longer and healthier lives, we are discovering that age offers new opportunities for growth and development - new chances to pursue happiness and dreams and more time to live the good life. We encourage people to share their stories using the #DisruptAging hashtag.

For more information about #DisruptAging please visit [DisruptAging.aarp](https://www.aarp.org/disruptaging).

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About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million that helps people turn their goals and dreams into 'Real Possibilities' by changing the way America defines aging. With staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and promote the issues that matter most to families such as healthcare security, financial security and personal fulfillment. AARP also advocates for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation magazine, AARP The Magazine and AARP Bulletin. AARP does not

endorse candidates for public office or make contributions to political campaigns or candidates. To learn more, visit www.aarp.org or follow @aarp and our CEO @JoAnn_Jenkins on Twitter.

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